

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Joel G. Hassell et al.  
Application No. : 10/722,780 Confirmation No. : 7224  
Filed : November 26, 2003  
For : ELECTRONIC PROGRAM GUIDE WITH SUPPORT  
FOR RICH PROGRAM CONTENT  
Art Unit : 2426  
Examiner : Jun Fei Zhong

New York, New York 10036  
March 4, 2009

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Madam:

In response to the Office Action mailed on September 4, 2008, applicants hereby amend the above-identified patent application as follows. A Petition for Extension of Time, extending the time for response by 3 months to March 4, 2009 is filed concurrently herewith

**Amendments of the Claims** are reflected in the listing of claims which begins on page 2 of this Reply.

**Remarks** begin on page 32 of this Reply.